

**PLANNING COMMISSION SITE PLAN  
CONDITIONAL USE PERMIT REVIEW SHEET**

**CASE NUMBER:** SPC-2016-0119A                      **PC DATE:** December 13, 2016  
**PROJECT NAME:** Pershing House

**ADDRESS:** 2415 E 5<sup>th</sup> St.

**NEIGHBORHOOD PLAN:** Holly

**APPLICANT:** Pershing East, LLC (Kip McClanahan) 512-413-9594  
1000 Rio Grande St.  
Austin, TX 78701

**AGENT:** Armbrust & Brown (Richard Suttle) – 512-435-2378  
100 Congress Ave, Suite 1300  
Austin, TX 78701

**AREA:** 36,677 sq. ft. site area (3,060 sq. ft. club or lodge)

**DISTRICT:** 3

**WATERSHED:** Town Creek (Urban)

**WATERSHED ORDINANCE:** Comprehensive

**C.I.P. STATUS:** N/A

**T.I.A.:** N/A

**CAPITOL VIEW:** N/A

**PROPOSED DEVELOPMENT:**

The applicant is requesting approval of a conditional use permit for Club or Lodge use in LI-CO-NP zoning.

**EXISTING ZONING:**

The property is zoned LI-CO-NP. Club or Lodge is a conditional use in LI zoning.

**STAFF RECOMMENDATION:**

Staff recommends approval of the conditional use permit. The site plan will comply with all requirements of the Land Development Code prior to site plan approval.

**CASE MANAGER:** Donna Galati                      Telephone: 512-974-2733  
[Donna.Galati@austintexas.gov](mailto:Donna.Galati@austintexas.gov)

**PROJECT INFORMATION:** 36,677 sq. ft. site area

**EXIST. ZONING:** LI-CO-NP

**ALLOWED F.A.R.:** 1:1

**PROPOSED F.A.R.:** 0.36:1

**MAX. BLDG. COVERAGE:** 75%

**EXISTING BLDG. CVRG:** 27.77%

**MAX. IMPERVIOUS CVRG.:** 80%

**EXISTING IMPERVIOUS CVRG:** 93.41%

**REQUIRED PARKING:** 27

**PROVIDED PARKING:** 28

**Proposed Access:** E 5<sup>th</sup> St. & Pedernales

**SUMMARY COMMENTS ON SITE PLAN:**

**Land Use:** The proposed club or lodge use is a Conditional Use in LI base zoning. The existing

office/spa (Building A) and art gallery (Building C) are not part of this Conditional Use request. This CUP will a Club or Lodge in Building B only. No construction is proposed.

“A Club or Lodge use is the use of a site for provision of meeting, recreational, or social facilities by a private or nonprofit association, primarily for use by members and guests. (Land Development Code, 25-2-6(B)(5).

**Environmental:** This site is located in the Town Creek Watershed. All Environmental comments are cleared.

**Transportation:** All Transportation review comments have been cleared.

### **SURROUNDING CONDITIONS:**

#### **Zoning/ Land Use**

<b>North:</b>	E 5 <sup>th</sup> St., then CS-CO-MU-NP (multifamily)
<b>East:</b>	Pedernales Street, then CS-CO-MU-NP (Towing)
<b>South:</b>	Santa Rosa, then SF-3-NP (Single Family)
<b>West:</b>	SF-3-NP (Single Family)

### **NEIGHBORHOOD ORGNIZATIONS:**

Austin Heritage Tree Foundation  
Austin Independent School District  
Austin Neighborhoods Council  
A.N.T. Artists and Neighbors Together  
Barrio Unido Neighborhood Assn.  
BikeAustin  
Buena Vista Neighborhood Association  
Capital Metro  
Claim Your Destiny Foundation  
Cristo Rey Neighborhood Association  
Del Valle Community Coalition  
East Austin Conservancy  
El Concilio Mexican-American Neighborhoods  
Friends of Austin Neighborhoods  
Guadalupe Neighborhood Development  
Holly Neighborhood Coalition  
Homeless Neighborhood Association  
Pedernales Neighborhood Association  
Preservation Austin  
SeITexas  
Sierra Club, Austin Regional Group  
Tejano Town  
United East Austin Coalition

### **CONDITIONAL USE PERMIT**

**D. 25-5-145.** A site plan may not adversely affect the public health, safety, or welfare, or materially injure property. If the Land Use Commission determines that a site plan has an adverse effect or causes a material injury under this subsection, the Land Use Commission shall identify the adverse effect or material injury.

§ 25-5-146 CONDITIONS OF APPROVAL.

(A) To make a determination required for approval under Section 25-5-145 (Evaluation Of Conditional Use Site Plan), the Land Use Commission may require that a conditional use site plan comply with a condition of approval that includes a requirement for:

- (1) a special yard, open space, buffer, fence, wall, or screen;
- (2) landscaping or erosion;
- (3) a street improvement or dedication, vehicular ingress & egress, or traffic circulation;
- (4) signs;
- (5) characteristics of operation, including hours;
- (6) a development schedule; or
- (7) other measures that the Land Use Commission determines are required for compatibility with surrounding uses or the preservation of public health, safety, or welfare.

#### **CONDITIONAL USE PERMIT REVIEW AND EVALUTATION CRITERA**

A. The following evaluation is included to provide staff position on each point of the conditional use permit criteria. Section 25-5-145 of the Land Development Code states: “The Planning Commission shall determine whether the proposed development or use of a conditional use site plan complies with the requirements of this section. A conditional use site plan must:

B.

**1. Comply with the requirements of this title;**

Staff Response: This site plan complies with all regulations and requirements of the Land Development Code.

**2. Comply with the objectives and purposes of the zoning district;**

Staff Response: The proposed Club or Lodge use is a conditional use in LI base zoning.

**3. Have building height, bulk, scale, setback, open space, landscaping, drainage, access, traffic circulation, and use that is compatible with the use of an abutting site;**

Staff Response: The site plan complies with all requirements of the Land Development Code. No construction is proposed.

**4. Provide adequate and convenient off-street parking and loading facilities; and**

Staff Response: The site plan complies with off-street parking and loading facility requirements. The required parking spaces are located on site.

**5. Reasonably protect persons and property from erosion, flood, fire, noise, glare, and similar adverse effects.**

Staff Response: The site plan will comply with all requirements of the Land Development Code and reasonably protects the health, safety, and welfare of persons and property.

**C. In addition, a conditional use site plan may not:**

**6. More adversely affect an adjoining site than would a permitted use;**

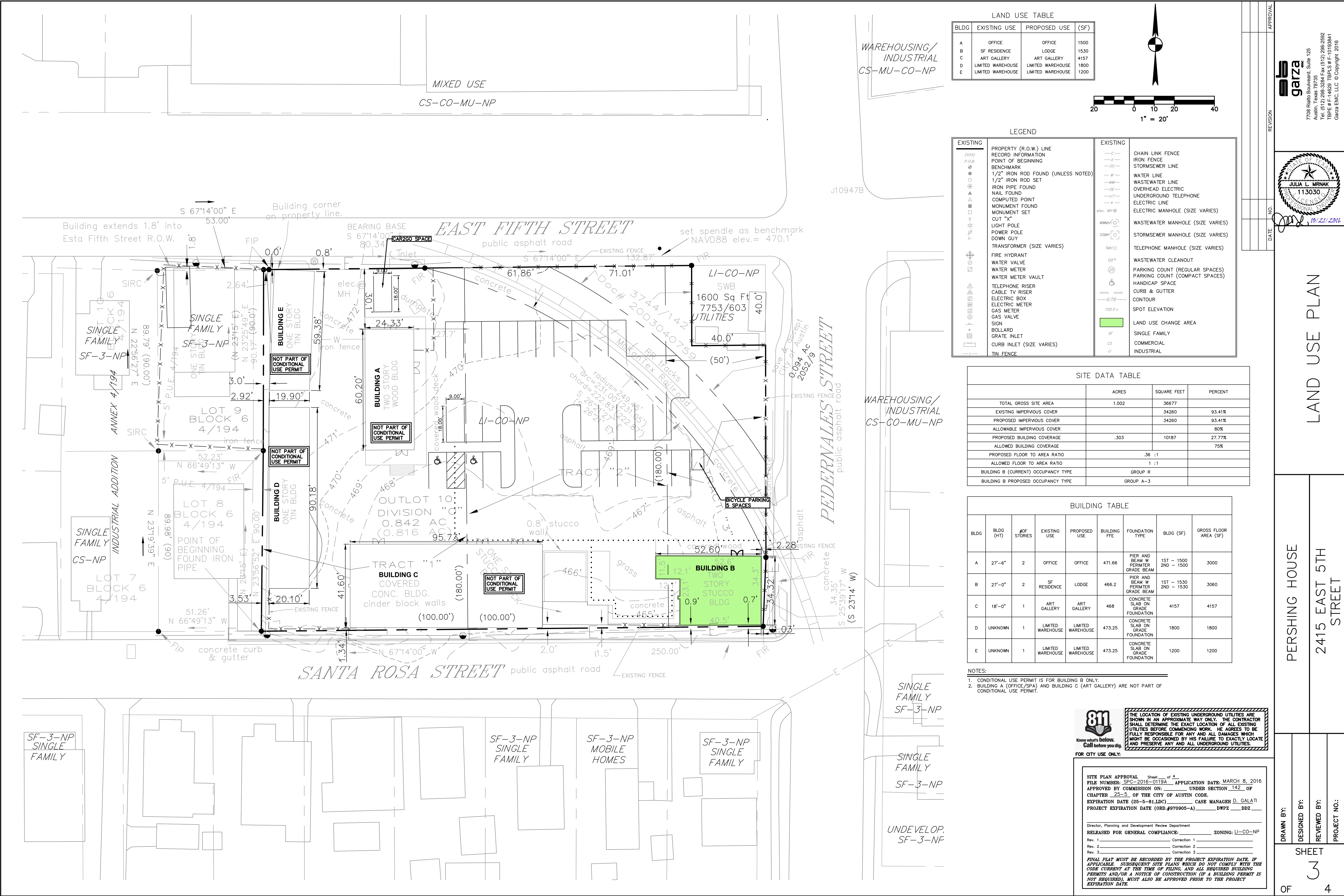
A construction sales and service will have no more impact on adjoining properties than other permitted uses in the LI zoning district which could operate with similar or later hours than the proposed Club or Lodge.

**7. Adversely affect the safety or convenience of vehicular or pedestrian circulation, including reasonably anticipated traffic and uses in the area; or**

Staff Response: The site plan does not adversely affect the safety and convenience of vehicular and pedestrian circulation.

8. **Adversely affect an adjacent property or traffic control through the location, lighting, or type of a sign.** Staff Response: All signs and lighting will comply with the Land Development Code.





LAND USE TABLE

BLDG	EXISTING USE	PROPOSED USE	(SF)
A	OFFICE	OFFICE	1500
B	SF RESIDENCE	LODGE	1530
C	ART GALLERY	ART GALLERY	4157
D	LIMITED WAREHOUSE	LIMITED WAREHOUSE	1800
E	LIMITED WAREHOUSE	LIMITED WAREHOUSE	1200

LEGEND

EXISTING	PROPERTY (R.O.W.) LINE	EXISTING	CHAIN LINK FENCE
(DOW)	RECORD INFORMATION	—C—	IRON FENCE
P.O.B.	POINT OF BEGINNING	—X—	STORMSEWER LINE
●	BENCHMARK	—SS—	WATER LINE
○	1/2" IRON ROD FOUND (UNLESS NOTED)	—W—	WASTEWATER LINE
○	1/2" IRON ROD SET	—OE—	OVERHEAD ELECTRIC
▲	IRON PIPE FOUND	—UT—	UNDERGROUND TELEPHONE
△	NAIL FOUND	—e—	ELECTRIC LINE
□	COMPUTED POINT	elec. MH	ELECTRIC MANHOLE (SIZE VARIES)
■	MONUMENT FOUND	WMMH	WASTEWATER MANHOLE (SIZE VARIES)
×	MONUMENT SET	SSMH	STORMSEWER MANHOLE (SIZE VARIES)
*	CUT "X"	TMH	TELEPHONE MANHOLE (SIZE VARIES)
+	LIGHT POLE	CO	WASTEWATER CLEANOUT
+	POWER POLE	23	PARKING COUNT (REGULAR SPACES)
+	DOWN GUY	67B	PARKING COUNT (COMPACT SPACES)
+	TRANSFORMER (SIZE VARIES)	100.0 x	HANDICAP SPACE
+	FIRE HYDRANT		CURB & GUTTER
+	WATER VALVE		CONTOUR
+	WATER METER		SPOT ELEVATION
+	WATER METER VAULT		LAND USE CHANGE AREA
+	TELEPHONE RISER		SINGLE FAMILY
+	CABLE TV RISER		COMMERCIAL
+	ELECTRIC BOX		INDUSTRIAL
+	ELECTRIC METER		
+	GAS METER		
+	GAS VALVE		
+	SIGN		
+	BOLLARD		
+	GRATE INLET		
+	CURB INLET (SIZE VARIES)		
+	TIN FENCE		

SITE DATA TABLE

	ACRES	SQUARE FEET	PERCENT
TOTAL GROSS SITE AREA	1.002	36677	
EXISTING IMPERVIOUS COVER		34260	93.41%
PROPOSED IMPERVIOUS COVER		34260	93.41%
ALLOWABLE IMPERVIOUS COVER			80%
PROPOSED BUILDING COVERAGE	.303	10187	27.77%
ALLOWED BUILDING COVERAGE			75%
PROPOSED FLOOR TO AREA RATIO		.36 :1	
ALLOWED FLOOR TO AREA RATIO		1 :1	
BUILDING B (CURRENT) OCCUPANCY TYPE		GROUP R	
BUILDING B PROPOSED OCCUPANCY TYPE		GROUP A-3	

BUILDING TABLE

BLDG	BLDG (HT)	#OF STORIES	EXISTING USE	PROPOSED USE	BUILDING FFE	FOUNDATION TYPE	BLDG (SF)	GROSS FLOOR AREA (SF)
A	27'-6"	2	OFFICE	OFFICE	471.66	PIER AND BEAM W PERIMETER GRADE BEAM	1ST - 1500 2ND - 1500	3000
B	27'-0"	2	SF RESIDENCE	LODGE	466.2	PIER AND BEAM W PERIMETER GRADE BEAM	1ST - 1530 2ND - 1530	3060
C	18'-0"	1	ART GALLERY	ART GALLERY	468	CONCRETE SLAB ON GRADE FOUNDATION		4157
D	UNKNOWN	1	LIMITED WAREHOUSE	LIMITED WAREHOUSE	473.25	CONCRETE SLAB ON GRADE FOUNDATION		1800
E	UNKNOWN	1	LIMITED WAREHOUSE	LIMITED WAREHOUSE	473.25	CONCRETE SLAB ON GRADE FOUNDATION		1200

NOTES:

1. CONDITIONAL USE PERMIT IS FOR BUILDING B ONLY.

2. BUILDING A (OFFICE/SPA) AND BUILDING C (ART GALLERY) ARE NOT PART OF CONDITIONAL USE PERMIT.

811 Know what's Below. Call before you dig.

FOR CITY USE ONLY:

SITE PLAN APPROVAL Sheet 4 of 4  
FILE NUMBER: SPC-2016-0119A APPLICATION DATE: MARCH 8, 2016  
APPROVED BY COMMISSION ON: UNDER SECTION 142 OF CHAPTER 25-5 OF THE CITY OF AUSTIN CODE.  
EXPIRATION DATE (25-5-81.DC) CASE MANAGER D. GALATI  
PROJECT EXPIRATION DATE (ORD.#970905-A) DWP2 DDZ

Director, Planning and Development Review Department

RELEASED FOR GENERAL COMPLIANCE: ZONING: LI-CO-NP

Rev. 1 Correction 1  
Rev. 2 Correction 2  
Rev. 3 Correction 3

FINAL PLAT MUST BE RECORDED BY THE PROJECT EXPIRATION DATE, IF APPLICABLE. SUBSEQUENT SITE PLANS WHICH DO NOT COMPLY WITH THE CODE CURRENT AT THE TIME OF FILING, AND ALL REQUIRED BUILDING PERMITS AND/OR A NOTICE OF CONSTRUCTION (IF A BUILDING PERMIT IS NOT REQUIRED), MUST ALSO BE APPROVED PRIOR TO THE PROJECT EXPIRATION DATE.

garza

7708 Riato Boulevard, Suite 125  
Austin, Texas 78735  
Tel. (512) 298-3284 Fax (512) 298-6592  
TBPE # F-14629 TBPLS # F-1019341  
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115030

LAND USE PLAN

PERSHING HOUSE

2415 EAST 5TH STREET

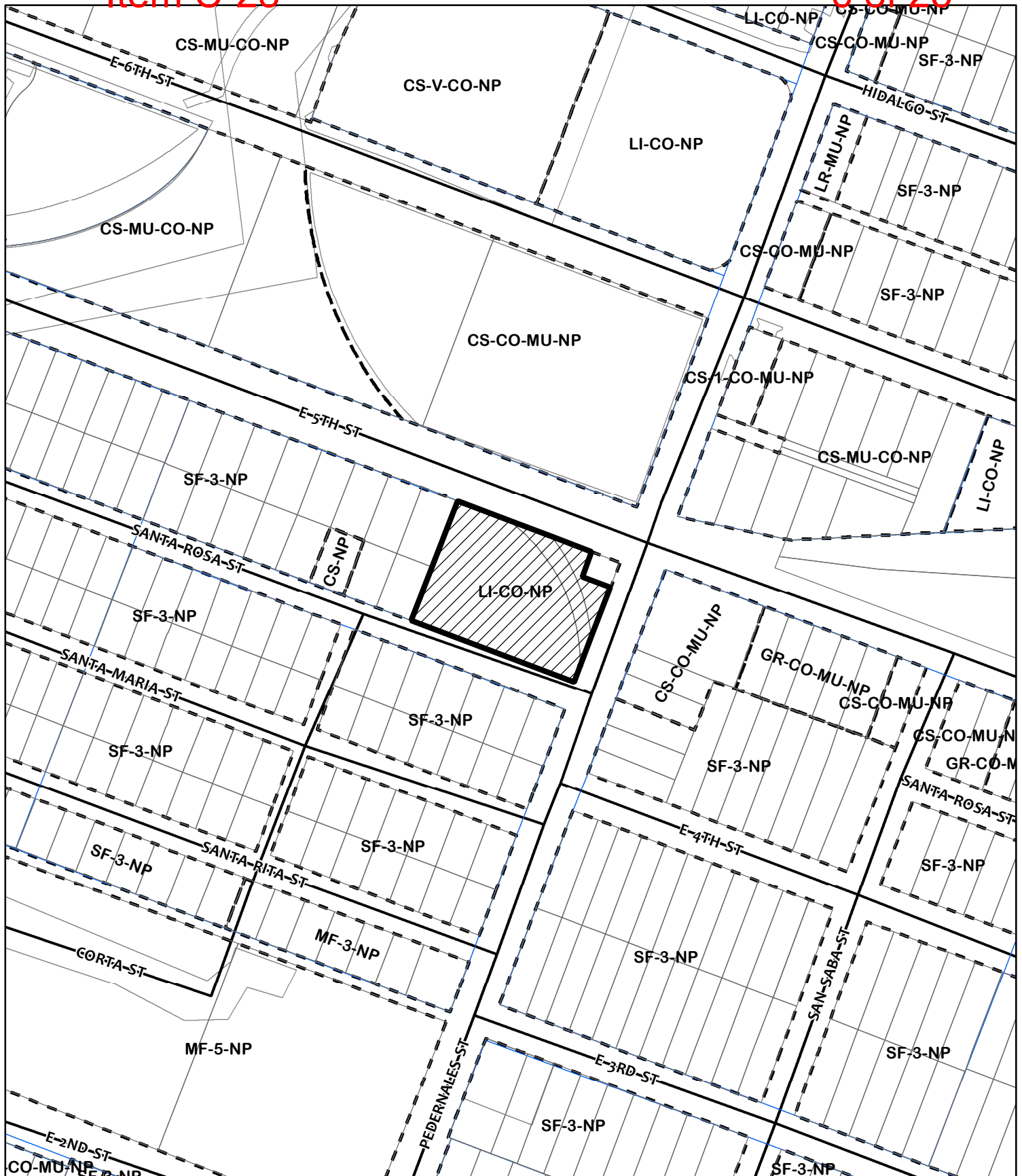
DRAWN BY: SHEET 3 OF 4

DESIGNED BY:

REVIEWED BY:

PROJECT NO.:





 SUBJECT TRACT

 ZONING BOUNDARY

0 87.5 175 350 Feet

CASE#: SPC-2016-0119A  
 ADDRESS: 2415 E 5th St.  
 CASE NAME: Pershing House  
 MANAGER: Donna Galati

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Planning and Development Review Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



OPERATOR: D. Galati

**Galati, Donna**

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**From:** Jada Garrison [jgarrison@gnm.com](mailto:jgarrison@gnm.com)  
**Sent:** Thursday, December 01, 2016 10:47 AM  
**To:** Galati, Donna  
**Subject:** The Pershing

Donna,

I am writing in support of The Pershing, a club located at 2415 East 5th Street. As a longtime resident of East Austin (I moved to 2103 East 22nd Street in 2004), I am always glad to see unique new places that help promote the creative and artistic vibe for which this area is known. I am the former board chair of Art Alliance Austin and was thrilled with the group's selection of The Pershing for its annual preview party for the East Austin Studio Tour. The gallery at The Pershing was definitely a highlight of the entire tour.

Please don't hesitate to contact me if I can provide additional information.

Sincerely,

Jada Garrison

**Galati, Donna**

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**From:** Tommy Hannan <  
**Sent:** Tuesday, November 29, 2016 11:08 AM  
**To:** Galati, Donna  
**Cc:** kip@thepershing.com  
**Subject:** Pershing – 2415 E 5TH ST

Donna Galati  
Development Services Department  
City of Austin  
P.O. Box 1088  
Austin, TX 78702

Donna,

I want to write a letter of support for The Pershing, a private club located at 2415 East 5th St. I am excited about the beautiful redevelopment just 5 blocks north of my home on 2307 Willow St. It is great to have another place in the neighborhood just a short walk away from my home.

The Pershing has been a welcoming, new, artistic, cultural and social hub for the East Austin community. I have attended two neighborhood events at the Pershing most recently visiting their venue during a fundraiser for a 501(c)3 veterans-run non-profit.

I am in full support of their dynamic programming and designation as a private social club. The Pershing is a great addition to our growing, vibrant and diverse neighborhood. If you would like to contact me to discuss this further, please do not hesitate to email or call me at 512-762-5628.

Sincerely,

Tommy Hannan



**Galati, Donna**

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**From:** Lindsey Harvey Jordan <lindsey@loopandtie.com>  
**Sent:** Wednesday, November 30, 2016 7:18 PM  
**To:** Galati, Donna  
**Cc:** lhp@thepershingroom; stephanie@thepershingroom  
**Subject:** The Pershing - 2415 E 5th St

Donna Galati  
Development Services Department  
City of Austin  
P.O. Box 1088  
Austin, TX 78702

RE: Pershing – 2415 E 5<sup>TH</sup> ST

Donna,

I am reaching out to express my excitement and support for The Pershing, a private club located at 2415 East 5th St. The Pershing is a unique addition to the east side neighborhood, walking distance from my apartment, Este, at 2235 E. 6th St.

The Pershing will create a cultural and social hub that will be welcoming to the entire community. For example, recently the Pershing staff donated their space to allow a non-profit organization I support to host an event and bring awareness to their cause, helping women and children affected by ISIS in the middle east. Their beautiful space was well received by the 65 attendees and the Pershing staff were most accommodating.

With that said, I believe The Pershing will continue to support great causes and events Austinites feel passionate about, and their space will provide a beautiful setting for members and non-members in the community.

Lastly, I'd like to state that I support their efforts to rezone their property designation as a private social club. The Pershing is a great addition to our neighborhood and I hope you have the opportunity to check it out in the near future!

Feel free to contact me to discuss this further at 512.660.2766

Best,

Lindsey  
Harvey  
**Loop & Tie**, Director of Sales  
512.660.2766  
Lindsey@LoopandTie.com



**Galati, Donna**

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**From:** Lisa Hickey <lisakayehickey@gmail.com>  
**Sent:** Friday, December 02, 2016 4:56 PM  
**To:** Galati, Donna  
**Cc:** kip@thepershing.com; Stephanie Spurrier  
**Subject:** Pershing – 2415 E 5TH ST

Dear Donna,

I am writing to you as an owner of Panacea Collection, a boutique furniture rental company specializing in events and home staging.

I would like to voice my support and the support of our organization for Pershing as a private club and event space located at 2415 East 5th Street. I do not have an interest in Pershing. Our experience has been as a vendor that supports special events and gatherings with our furnishings and decor.

I have spent time with the owners and operators of Pershing and understand the plans for the Pershing location and business in East Austin. Pershing is a beautiful project that adds value to the community as not only a stunning design project, but more importantly, support of East Austin-based nonprofits and businesses. The owners and operators of Pershing support community artists, nonprofit organizations, restaurants, and other East Austin-based businesses such as ours. They strive to integrate these stakeholders into their each of their events and programming.

The Pershing group has been a wonderful partner. In our experience supporting their events, their team is extremely professional and maintain the highest standards of excellence. We are excited about what this project will bring to the neighborhood, and businesses like Panacea.

Please let me know if you have any questions.

Kind regards,  
Lisa Hickey  
512.808.8207



Donna Galati  
Development Services Department  
City of Austin  
P.O. Box 1088  
Austin, TX 78702

RE: Pershing – 2415 E 5<sup>TH</sup> ST

Dear Donna,

I am writing to you as Executive Director of Art Alliance Austin, a nonprofit organization that connects the public to Austin's contemporary art community.

I would like to clearly voice my support and the support of my organization for Pershing as a private club and event space located at 2415 East 5th Street. While we are not affiliated with Pershing in any way, our experience with Pershing is producing a museum quality Austin contemporary art exhibition that is open to the public during both weekends of the East Austin Studio Tour (EAST). Additionally, we held artist talks, EAST recommendations from industry experts, dance performances – all of which were open to the public either with tickets or for free.

We have spent time with the owners and operators of Pershing and understand, first-hand, the plans for the Pershing location and business in East Austin. In particular:

1. Pershing has invested deeply in high-end architectural, engineering and design expertise. The design preserves and honors the older buildings on the site, and beautifully integrates the former residential component into the overall neighborhood in a creative way. Pershing is beautiful and unique among more recent East-side projects.
2. This month we hosted **Art Alliance Austin's ARTBASH at Pershing**. The event is centered on a museum quality exhibition of some of Austin's most celebrated and exciting artists. The main event was a gathering that celebrated art and creativity with live dance and art performances. The exhibition remains up and open to the public for both weekends of the East Austin Studio Tour, punctuated by educational artist talks and other art industry experts recommending other stops on the tour.
3. Pershing has hosted events in the past, including some of Austin's most prized corporate citizens including Apple Corp. and Formula 1 powerhouse McLaren, as well as with the Art Alliance of Austin and the UMLAUF sculpture garden, and such events have worked hard to be un-intrusive to the neighborhood and professionally managed. In many ways, we've seen Pershing go out of its way to include the neighborhood and neighbors in the events themselves. Pershing as an event space is professional, inclusive and extremely well managed.
4. We fully support Pershing getting in business as a private, membership club with both food and alcohol services for its members as soon as possible. Already, Pershing's early membership base has been highly interested and helpful to our organization. Pershing members have attended our event and supported our cause!
5. In conclusion, I would like to say that Pershing is among the very best event venues that Art Alliance has partnered with, and that list is numerous. Pershing has a professional staff that voices consideration for their neighbors, community, and partners. They clearly have created a unique and wonderful place in Austin that reflects the city's authenticity, energy, creativity, and excellence.

Please feel free to contact me to discuss any aspect of this matter.

Sincerely,

Asa Hursh  
Executive Director of Art Alliance Austin  
PO Box 5705, Austin TX 78763

512-820-9429

Neely Hutchins  
2400 Santa Rosa St.  
Austin, TX 78702  
(512) 638-0533  
neely.hutchins@gmail.com

October 25, 2016

City of Austin  
Development Services Department  
**Attn: Donna Galati, Donna.Galati@austintexas.gov**  
P. O. Box 1088  
Austin, TX 78767-1088  
512-974-2733

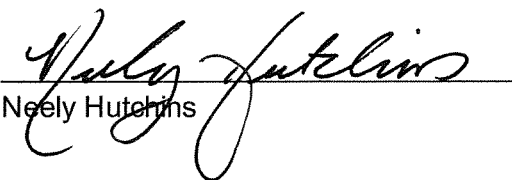
To whom it may concern:

My name is Neely Hutchins and live directly behind The Pershing located at 2415 East 5th St. Over the last couple of months I have come to know a majority of the staff of this establishment. Their security team is constantly watching out for our surroundings as well as the Pershing. I am a single woman who lives alone and knowing that I can rely on them to be watchful of my street and my neighbors is very comforting.

This establishment has been nothing short of amazing for our neighborhood. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

One additional thing I'd like to point out is that they have had several larger events over the past months and, while I live next to the property, the noise and commotion from the events has been absolutely unnoticeable to me. I support Pershing being able to serve alcohol and host events as their business sees fit.

Thank you very much and please feel free to contact me with any questions.

  
Neely Hutchins



Jenny Hutchinson  
720 Pedernales St Unit. B  
Austin, TX 78702  
(469) 323-0379  
Jennyhutchinson1@gmail.com

November 18, 2016

City of Austin  
Development Services Department  
Attn: Donna Galati, Donna.Galati@austintexas.gov  
P. O. Box 1088  
Austin, TX 78767-1088  
512-974-2733

To whom it may concern:

My name is Jenny Hutchinson and live just two blocks down the street from The Pershing located at 2415 East 5th St. When I first found out about a private social club serving food and alcohol in my neighborhood I was ecstatic. East Austin is in need of an establishment that promotes positive, respectable and educational socializing.

Over the last couple of months I have attended numerous events at The Pershing ranging from art galas, health seminars and world issue discussions that have helped me become more educated and cultured as a person. The events are extremely well managed as they keep them small and secured. Also, as a single woman living in East Austin it's very comforting to know that the security team is constantly observing the surroundings and keeping my neighborhood safe.

The Pershing is very respectful of the neighborhood and noise is practically unnoticeable to me. The Pershing has been an extremely positive addition to my neighborhood and my life. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

If anyone at the city would like to discuss any of this further, I'm happy to talk. You can reach me at 469-323-0379.

Thanks,  
Jenny

A handwritten signature in black ink, appearing to read 'Jenny Hutchinson', with a long horizontal line extending to the right.

**Galati, Donna**

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**From:** Shaun Jordan <longhorn4peat@gmail.com>  
**Sent:** Tuesday, November 29, 2016 6:54 AM  
**To:** Galati, Donna  
**Cc:** Kip McClanahan; Stephanie Spurrier  
**Subject:** A letter of support for The Pershing.

Donna Galati  
Development Services Department  
City of Austin  
P.O. Box 1088  
Austin, TX 78702

RE: Pershing – 2415 E 5<sup>TH</sup> ST

Donna,

I want to write a letter of support for The Pershing, a private club located at 2415 East 5th St. I am excited about the beautiful redevelopment just one-half block from my apartment at 2235 E. 6th St. It is great to have another place in the neighborhood just a short walk away from my home.

The Pershing has been a welcoming, new, artistic, cultural and social hub for the East Austin community. I have attended three neighborhood events at the Pershing most recently visiting their venue during the East Austin Studio tour. It was one of the best spots on a grand tour.

I am in full support of their dynamic programming and designation as a private social club. The Pershing is a great addition to our growing, vibrant and diverse neighborhood. If you would like to contact me to discuss this further, please do not hesitate to email or call me at [512-256-8475](tel:512-256-8475). Additionally, please keep me posted on any upcoming public hearings on this issue.

Sincerely,



Shaun Jordan  
Este  
2235 E. 6th St. 413  
Austin, TX. 78702

Galati, Donna

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**From:** Chris Kemp <txkemp@gmail.com>  
**Sent:** Tuesday, November 29, 2016 10:20 AM  
**To:** Galati, Donna  
**Cc:** stephanie@thepershing.com; kip@thepershing.com  
**Subject:** The Pershing - 2415 E 5th ST

Donna,

I am writing in support of The Pershing, a private club in East Austin.

I have lived in East Austin for the last two years and I love this neighborhood. The Pershing has done a great job of creating a beautiful property that fits in with the area vibe. I recently attended a charity event that was held there helping military veterans raise money for a great cause. It was a wonderful event and everyone I spoke with in attendance really loved the space and it's location in the heart of East Austin.

I really look forward to attending more events there in the future and want to voice my support for them to be able to operate as a private club. I believe it's a great addition to our neighborhood.

Best,

Chris  
407.782.9800

**Loren Kirkpatrick**  
1101 E. 8<sup>th</sup> St.  
Austin, Texas 78702

November 30, 2016

Donna Galati  
Development Services Department  
City of Austin  
P.O. Box 1088  
Austin, TX 78702

RE: Support for Pershing Request to Designate as a Private Club – 2415 E. 5<sup>th</sup> St., Austin, Texas 78702

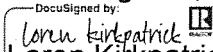
Dear Ms. Galati:

I am reaching out to you to express my support of the Pershing located at 2415 E. 5<sup>th</sup> St. Austin, Texas 78702 in their request of the City of Austin to accept its designation as a private club. I am a resident of East Austin in the Guadalupe Neighborhood currently residing at 8<sup>th</sup> and Waller - walking distance to the Pershing.

I am familiar with the organization and its goals to foster a creative and cultural/social hub serving the adjacent local community, its members, and Austin as a whole. The concept to provide a space for both events and cultural events is needed in East Austin. While this is not a traditional development and zoning request, the idea for a facility available to host events of all types with food and beverage services is well established in other areas of town and across the state. There are other examples of private clubs that have added value to Austin community at large as well as their members, i.e. Elks (Lions) Lodge, the Austin Club, and Moose Lodge. I believe that The Pershing will be a great addition to East Austin.

I support approval of the Pershing's request to register as a private social club and it will provide ample cultural dividends to the surrounding area. For the record, I am not a member of the Club, nor do I plan to join. However, I have attended events at the space – East Austin Studio Tour & other non-profit events (most recently to support victims of ISIS). These events and their impact to local non-member participants is an example of how the Pershing can serve greater local community. The past and future event schedules are not of the variety to present noise or sound issues. The development is first rate, and a nice addition to the neighborhood with ample parking within the facility. This is the type of request that makes sense in further reimagining east Austin and enhancing an underused industrial area.

Best Regards,

DocuSigned by:  
  
Loren Kirkpatrick



David Mendoza

2217 Santa Rita Street  
Austin, TX 78702

October 3, 2016


Donna Galati  
City of Austin Development Services  
PO Box 1088  
Austin, TX 78767-1088

To whom it may concern,

I am writing this letter in support of Pershing and its private membership club located at 2415 East 5th Street. I have lived in the neighborhood for 10 years and the Santa Rita, Santa Rosa and Santa Maria streets that adjoin the corner property are a tight knit community that are very watchful of new businesses and redevelopment. I was invited by Pershing to experience the beautiful renovation and programming and have been impressed with their respect for their direct neighbors and the neighborhood in general.

Their approach and outreach has been very professionally done; all members of their team have been very helpful and open, and they have managed to contain all traffic for their privater events on their secured, private parking lot. With all of the rapid redevelopment happening in our neighborhood it is very nice to have careful, respectable businesses like Pershing operating on a scale that honors our existing little neighborhood. They have proven to be a welcome addition and I look forward to their innovative programming sooner than later.

Sincerely yours,

A handwritten signature in black ink, consisting of a stylized 'D' followed by a long horizontal line that ends in a small dot.

David Mendoza

512-656-5289

**Galati, Donna**

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**From:** Autumn Rich <  
**Sent:** Monday, November 28, 2016 3:57 PM  
**To:** Galati, Donna  
**Cc:** Kip; Stephanie Spurrier  
**Subject:** The Pershing

Dear Donna:

As the owner of Autumn Rich & Co. a private events company, I would like to voice my undivided support for Pershing as a private club and event space at 2415 East 5<sup>th</sup> Street. I am in no way affiliated with Pershing, our personal experience with Pershing is that they have been our landlords for two and a half years, and I have personally assisted with the development of the project. They are excellent neighbors!

I have known the key players of Pershing for a long time now and believe in the plans for The Pershing location and business in East Austin. It has been vital in the development of this particular block.

Looking at The Pershing's design, it's easy to see how they have done an excellent job at maintaining and honoring the older buildings on site. This is one of the most unique and alluring projects to take place on the East-side.

Furthermore, The Pershing has done an amazing job at designing a space that would not be disruptive to its neighbors due to the controlled noise levels. As well as having spaces for patrons to park in on site. This will help make sure they respect not only their neighbors, but the surrounding neighborhoods as well.

Pershing has hosted a variety of different events, including birthdays, holiday parties, corporations, and many more. Each event that takes place at the Pershing has done an amazing job at being professionally managed and being respectful to the surrounding neighborhood, often including neighbors in the events that take place. Pershing is a professional, inclusive, and is extremely well managed.

Autumn Rich & Company gives our full support to Pershing becoming a business as a private, membership club with both food and alcohol services for its members as soon as possible.

Please feel free to contact me to discuss any aspects of this matter,

Sincerely,

Autumn Rich

2415 E 5<sup>th</sup> Street, Building E, Austin, Texas, 78702

512.423.7079

autumn rich + co | panacea collection

512.423.7079

[www.autumnrichco.com](http://www.autumnrichco.com)

[www.panacearentals.com](http://www.panacearentals.com)

November 23, 2016

Opie Salinas

404 Pedernales St, 406 Pedernales, 2468 Santa Rosa St.  
Austin, Texas 78702  
512-422-1637

VIA E-MAIL and POST

Donna Galati

Development Services Department

City of Austin

P.O. Box 1088

Austin, TX 78702

Topic: Pershing, private social club - 2415 E 5<sup>TH</sup> ST

To whom it may concern:

My name is Opie Salinas and my second property is directly across the street from Pershing's property. The Pershing located at 2415 East 5th St. I support Pershing's business and believe that East Austin is in need of an establishment that promotes positive, respectable and educational socializing that includes food and alcohol service.

Over the last couple of months there have been numerous events at The Pershing. Pershing events are NOT disruptive to the neighborhood and are extremely well managed as they keep them small and secured.

I also appreciate knowing that the Pershing security team is constantly observing the surroundings and keeping my neighborhood safe. The Pershing is very respectful of the neighborhood and noise is unnoticeable to me.

The Pershing has been an extremely positive addition to my neighborhood. I fully support my Pershing neighbors and anything they do from here on out in order to make their establishment operating for business.

If anyone has any questions or would like to discuss anything further, please feel free to call me at 512-422-1637.

Sincerely,

Opie Salinas

A handwritten signature in black ink that reads "Opie Salinas". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.



Steve Salinas  
2405 Santa Rosa St.  
Austin, TX 78702  
(737) 734-1637  
Salinassteven62@gmail.com

September 28, 2016

City of Austin  
Development Services Department  
**Attn: Donna Galati, Donna.Galati@austintexas.gov**  
P. O. Box 1088  
Austin, TX 78767-1088  
512-974-2733

To whom it may concern:

I am writing in support of Pershing East, LLC, located at 2415 East 5th Street. I live directly across Santa Rosa from Pershing and would like to let the city know that they are good neighbors, respectful of the neighborhood and I support them opening Pershing as a private club as soon as possible.

I have come to know Dre Wright who runs day time operations and security for Pershing. I feel like Dre's team helps make my neighborhood safer and Pershing has taken a neighborhood watch approach for our entire block. These guys are a great addition to the neighborhood!

Best regards,

Steve Salinas

(737) 734-1637

A handwritten signature in black ink, appearing to read "Steven Salinas", with a long horizontal flourish extending to the right.

**Galati, Donna**

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**From:** Jac Saltzgiver <jac@trago.co>  
**Sent:** Thursday, December 01, 2016 10:52 AM  
**To:** Galati, Donna  
**Subject:** The Pershing - 2415 E 5th St.

Hi Donna,

My name is Jac Saltzgiver, and I live in the building close by the Pershing at 2235 E 6th St. I understand that the site at 2415 E 5th St. (The Pershing) is going through a rezoning process and I just wanted to reach out and express my overwhelming support for this location to be designated as a private club.

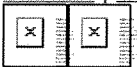
It is a short skip around the corner from my home, and I'd love the addition of this private club in our neighborhood. The Pershing has historically been a cultural and artistic social hub in our neighborhood, and one of my favorite locations is our neighborhood. We're happy to support The Pershing as it evolves to meet the needs of our diverse community.

Please feel free to contact me at 719.351.8522 if you have any questions, or would like to discuss further.

All my best,

**Jac Saltzgiver**

Co-founder, CEO  
**TRAGO** | 719.351.8522





Dear Donna,

I am the Founder and CEO of Ubuntu (previously CTC International), a local nonprofit that serves communities in Kenya. We have been working with thousands of underserved families and individuals in Kenya for almost 15 years and we have happily called Austin our home for 10 of those years. The growth we have experienced and the impact we have been able to create wouldn't be possible without Austin's unique ability to attract and foster conscientious and community-focused businesses.

I am writing to voice my support and the support of Ubuntu for one of those businesses, Pershing, as a private club and event space located at 2415 East 5th Street. While we are not affiliated with Pershing in any way, our experience with Pershing this year is the perfect example of what conscientious businesses can unlock in our community. The Pershing team not only gifted us a beautiful venue for our Annual fundraiser, the whole team went above and beyond to help us organize the event, spread the word in the community and attract some amazing long-time supporters for Ubuntu's work. It was the most successful event we've had in Austin after having worked with and paid for numerous other venues. That one night will fund several Education and Healthcare initiatives in Kenya, but it wouldn't have happened without weeks of support and guidance from Pershing.

We have spent time with Pershing's owners and operators and we are excited by the plans for the Pershing location and business in East Austin. Pershing has already been an exemplary neighbor raising the bar for local businesses:

1. Pershing supports local organizations/nonprofits like Ubuntu and has already opened its doors, its network, and its staff's expertise to us and others. This sense of collaboration and support for other local organizations is necessary to East Austin's growth. We previously officed in East Austin for several years but the lack of supportive and collaborative businesses in the area was a big drawback for us. We look forward to seeing more businesses with this mindset take root in such an important piece of Austin. As Austin as a whole continues its growth as a hub for nonprofit and social enterprise innovation, businesses with this mindset are increasingly crucial to the city's business landscape.
2. Pershing has also hosted some of Austin's most prized corporate citizens such as Apple Corp. and Formula 1 powerhouse, McLaren. Additionally, Pershing has hosted other local organizations like the

Art Alliance of Austin and the UMLAUF sculpture garden. For each event, the Pershing staff works hard to be un-intrusive to the neighborhood, while presenting a professional and elegant environment. In fact, we've noticed Pershing actually go out of its way to include the neighborhood and neighbors in the events themselves.


3. Pershing has shown an increasingly rare commitment to high-end architectural, engineering and design expertise. This commitment means the venue is not just a beautiful addition to the East Side, it actually enables the venue to integrate fully with its neighborhood instead of overpowering it. The design preserves and honors the older buildings on location, and beautifully integrates with the overall residential vibe of the neighborhood in a creative way.
4. Pershing has done a remarkable job of integrating smoothly into the East Austin community in practice as well. Ubuntu previously ran an event venue on East Cesar Chavez to supplement our fundraising efforts and I know firsthand the delicate touch required to run a venue that embodies and enhances the neighborhood, without detracting from it. The mindful construction of the venue and the way the Pershing staff run their events demonstrate that respecting their neighbors and abiding by City ordinances has and remains to be their number one priority. Pershing as an event space is professional, inclusive and extremely well managed.
5. We fully support Pershing getting into business as a private, membership club with food and alcohol services for its members as soon as possible. Already, Pershing's early membership base has been highly involved and helpful to our organization. Pershing members have attended our events and continue to support our work in Kenya!

I am happy to discuss Ubuntu's experience with Pershing and my personal experience with the generous team behind it anytime. Please feel free to contact me to discuss any aspect of this matter.

Sincerely,

Zane Wilemon  
Founder & CEO

Ubuntu  
611 Baylor Street, Unit 203  
Austin, TX 78703

 (512) 547-7479



----- Original message -----

From: Gavino Fernandez <>

Date: 12/5/2016 5:14 PM (GMT-06:00)

To: "Galati, Donna" <[Donna.Galati@austintexas.gov](mailto:Donna.Galati@austintexas.gov)>, Gavino F <>

Subject: Buena Vista Neighborhood Association postponement request of case # SPC-2016-0119A scheduled for December 13, Planning Commission meeting.

Dear Austin, Texas Planning Commissioners:

I would like to request a postponement of Case # SPC-2016 0119A, scheduled for the December 13, 2016 Planning commission Meeting. I and other members of our neighborhood will be working as Election Judges or Clerks in the Austin City Council and Austin Community College Run-off elections on December 13, 2016 from 6am til 8pm and will not be available to attend the meeting.

Leon Hernandez,  
President Buena Vista Neighborhood Association  
512 922-0181